

Tobacco Revenue, Use, Spending and Tracking Commission (TRUST)
Bureau of Tobacco and Chronic Disease (BTCD)

June 18, 2014

Arizona Department of Health Services
150 N. 18th Avenue, Room 415B
Phoenix, AZ 85007

MINUTES

Members Present:

Scott Leischow
Bill Pfeifer
Ron Spark
Kelly Hsu

Sharlene Bozack

Members Absent:

Edmundo Hidalgo
Dana Russell
Kelly Grose

Tawanda Johnson-Gray
Matt Madonna

ADHS Staff:

Ben Palmer, ADHS BTCD
Courtney Ward, ADHS BTCD
Karen Boswell, ADHS BTCD

Anna Alonozo ADHS BTCD
Wayne Tormala, ADHS BTCD
Chris Minnick, ADHS

Public Attendee:

Robert Bray – ADOR
Brian Hummell – ACS CAN
Erika Mansur – AGO

Karen Akin - ASHLine
Mary Kurth - ALA

Call to Order

Chairwoman Sharlene Bozack called the meeting to order at 10:05 a.m.

Approval of Minutes

Ms. Bozack asked for any final comments for the minutes dated 1-22-2014. None were received. Dr. Spark motioned for approval of the minutes. Dr. Leischow seconded. Minutes were approved.

Introductions

Ms. Bozack asked the TRUST, ADHS staff and public attendees to introduce themselves with their name and affiliation.

Nominating Committee

Ms. Bozack reported on updates regarding the nominating committee and new members. Dr. Scott Leischow, Dr. Ron Spark and Kelly Grose will serve as the new members of the nominating committee. It was discussed that the committee would be meeting before the next meeting to recruit and vet new Commissioners. The TRUST would like to increase participation to 15 Commissioners and reinstate the two legislatively appointed ad hoc members. Ms. Ward will be contacting ADHS Legislative Liaison, Colby Bower, to initiate discussions with the Speaker of the House of Representatives and the President of the Senate to get the ad hoc members appointed.

Financial Update

Karen Boswell presented on BTCD financials. Highlights from this presentation are outlined below:

- Ms. Boswell provided an update on Prop 303 and Prop 200 funds and how funds are allocated.
- TRUST Commissioners asked that a detailed report be given regarding the financial spikes in the fiscal year trendline to further clarify what is contributing to those spikes.
- TRUST Commissioners also requested that a detailed report be given regarding the finances that are returned from the Smoke Free Arizona program over the last five years.

Tobacco Update

Courtney Ward presented on Tobacco Program updates. Highlights from this presentation are presented below:

Behavioral Health Update: Karen Akin, referral development coordinator from the Arizona Smokers' Helpline presented on updates for the behavioral health initiative. Highlights from her presentation are listed below:

- Four Regional Behavioral Health Authorities (RBHA)
 - Cenpatco Behavioral Health Services (CBHS)
 - La Paz, Yuma, Cochise, Gila, Graham, Greenlee, Santa Cruz, Pinal Counties
 - Number enrolled as of FY2012 = 25,166
- Mercy Maricopa Integrated Care (MMIC)
 - Maricopa County
 - Number enrolled as of FY2012 = 104,665
- Community Partnership of Southern AZ (CPSA)
 - Pima County
 - Number enrolled as of FY2012 = 49,932
- Northern Arizona RBHA (NARBHA)
 - Apache, Coconino, Mohave, Navajo, Yavapai Counties
 - Number enrolled as of FY2012 = 30,745
- Total individuals enrolled in RBHA's = **210,508**
- Fiscal Year 2012
 - 1,553 RBHA behavioral health referrals made (12,550 total for ASHLine)
 - 20% Enrollment Rate
 - 19% 7-Month Quit Rate
- Fiscal Year 2013
 - 1,841 behavioral health referrals made (10,518 total for ASHLine)
 - 26% Enrollment Rate
 - 25% 7-Month Quit Rate
- Fiscal Year 2014 (through April 2014)
 - 1,331 behavioral health referrals made (8,161 total for ASHLine)
 - 32% Enrollment Rate
 - 29% 7-Month Quit Rate
- **Goal:** To systemically address the disproportionate rate of tobacco use among individuals with SMI that are receiving services through Cenpatco funded agencies.

- As of December 2013, Cenpatico has been partnering with ASHLine to be the primary provider for tobacco cessation services, as well as developing, implementing and tracking the intervention model.
- ASHLine's Intervention Model
 - Identify target agencies & clinical sites participating in pilot
 - 17 agencies (approximately 90 clinical sites)
 - Assign tobacco cessation champion for each agency
 - 30 champions in total
 - Establish target clinical sites as referring locations within WebQuit
- Conduct Ask, Advise, Refer in-service training to target clinical site staff
 - 22 clinics reached to date
 - Over 300 staff members trained to date
- Provide baseline referral data to Cenpatico
 - 21 referrals made in 2013 from target clinical sites
- Track project progress by providing referral data at 3, 6, and 9 month points
- Create sustainability plan
- Mercy Maricopa Integrated Care (MMIC) Regional Behavioral Health Authority (RBHA) transition
 - Key MMIC RBHA team identified
 - Introductions between ASHLine & RBHA team have been made
- Coordinate initial meeting to develop plan to sustain CPPW success at a RBHA level in Maricopa County
 - Gain (new) leadership buy-in
 - Provide on-going Ask, Advice, Refer trainings to clinical staff at Partner Network Organizations (PNOs)
 - Identify Electronic Health Record (EHR) system used by each PNO (no longer managed at RBHA level)
 - Incorporate ASHLine referral into EHR for each PNO that did not successfully transfer
 - Maintain sustainability plan with MMIC support and effort
- Community Partnership of Southern Arizona (CPSA)
 - Continue partnership to support incentive program encouraging agencies to address tobacco cessation
 - Financial payment provided to any comprehensive service provider (CSP) that meets set referral goal
 - COPE & La Frontera Center were identified in January 2013 as awardees of \$25,000 each for achieving the referral goal
- Northern Arizona Regional Behavioral Health Authority (NARBHA)
 - NAZCARE Wellness in Action Campaign partnership with ASHLine developed in February 2014
 - 9 peer-operated clinical sites established as referring locations within WebQuit
 - 4 Wellness in Action Clinical Team members provided Ask, Advise, Refer in-service training
- Ongoing commitment toward addressing tobacco use systemically in northern counties.

Retail Registry Update

- Wayne Tormala provided a brief update regarding the tobacco retail registry. BTCD staff met with ADHS upper administration Assistant Director, Sheila Sjolander, Deputy Direction, Cara Christ and ADHS Legislative Liaison, Colby Bower to discuss DRAFT language for a tobacco retail registry. Some concerns were brought up regarding the cost to host a registry and BTCD is looking into creating a budget to outline costs.

CDC Sustainability Workshop Recap:

- Five Domains completed
 - Next Meeting **July 23rd** to complete **Program Adaptation** and **Organizational Capacity** Domain
 - July 30th final meeting to complete **Strategic Planning** Domain
- Action Plan Updated
 - Work has begun on **Evaluation** Domain
- Reconvene in September to assign Domains to workgroup members

Smoke-Free Multi-Unit Housing: Wayne Tormala gave a brief presentation on progress with the Smoke-Free Multi-Unit Housing initiative. Maricopa County and the Arizona Smoke Free Living Coalition continue to pursue and engage properties to implement tobacco free campuses. Mr. Tormala and Ms. Ward met with the City of Phoenix housing leadership to discuss partnerships as they pursue implementing smoke free housing within all the city owned properties. Technical assistance can be provided to the City as needed. Mary Kurth also added some updates specific to the Smoke Free Living Coalition stating that the coalition continues to provide workshops on a quarterly basis to property managers and their next workshop will be held in October 2014. The coalition is working conducting a strategic planning group to address improving evaluation efforts.

Evaluation Update:

- **Problem:** ADHS BTCD only uses BRFSS to report adult prevalence rates and YRBS to report youth prevalence rates
 - **Solution:** ADHS BTCD has secured RTI International to investigate the tobacco related data that is currently being collected within the State of Arizona from various sources and report back to ADHS-BTCD.
- RTI Responsibilities:
 - Interview statewide tobacco partners to determine needs that exist in regards to tobacco data.
 - Evaluate the data needs of tobacco control partners against what is currently being collected.
 - Determine the best tool or tools for ADHS-BTCD to use to capture the data needed to support statewide efforts.
 - Assist in the planning, creating and implementation of new data collection tool.
 - The intent would be that with better data we would have better evidence to direct and support our tobacco efforts at the local and state level.

U of A – ASHLine Update:

- ASHLine now under the Canyon Ranch Center for Prevention and Health Promotion
 - Director Dr. Cyndi Thompson
- ASHLine in the process of hiring new staff and rebuilding management team
- ASHLine moving to new location
- Revamping database and securing new contractor

Public/Private Partnership:

- Convened Stakeholder Meeting on July 24, 2013
 - Educational opportunity for public and private partners: 11 national and International brokers invited and 6 insurers invited
 - Data driven – shared assessment data and information on ASHLine
 - Meeting with invitees one on one to discuss collaboration and partnerships
- Actively working with:
 - **Seven Insurers:** Aetna, MercyCare, Meritus, Health Choice, Health Net and United HealthCare.
 - **Six Brokers:** Bagnall, CBIZ, Hub International, Arizona Benefits Consultants, Lovitt-Touche, and Lockton.

- **Seven** Employers: State of Arizona, BE AeroSpace, Summit Healthcare Regional Medical Center, In Steel, Scottsdale Medical Imaging, Valley Radiologists, Florence Hospital at Anthem and Community Bridges.
- Where are we Today?
 - **MercyCare** has integrated ASHLine in each department to establish an objective related to supporting the ACO requirement and/or referring members, providers, case managers and primary care offices to ASHLine.
 - Trained over 200+ case managers through **Health Choice, Health Net and United HealthCare**.
 - ASHLine is sole cessation service for clients on **Meritus'** Exchange plan.
- Next Steps:
 - Formalizing Business Plan with U of A
 - Recruiting FTE with background in marketing and insurance
 - Highlight ADOA as "Champion" employer
 - Collaborating with outside stakeholders

Chronic Disease Update

Anna Alonzo presented on the Chronic Disease updates. Highlights from this presentation are presented below:

- Micah Panczyk, CPR Dispatch Coordinator, will be moving to reside full-time in the Bureau of Emergency Preparedness.
- BTCD has released an RFGA for pulmonary disease and proposals were currently being reviewed.

Marketing Update

Benjamin Palmer presented on the Marketing updates. Highlights from this presentation are presented below:

Prevention – STAND

- KBD: This year's KBD was at the State Capitol on the Senate lawn from 11am to 1pm. STAND, in coordination with ALA, ACS CAN, AHA and other partners will promoted tobacco control efforts on March 18th and STAND coalition members attended from around the state. STAND members will be spoke to District Legislators about local policy they are working towards. Over 200 youth from 14 counties attended and the program included Representative Doris Goodale and local radio celebrity Ron Wolfley from KTAR.
- WNTD: The showcased community events for WNTD this year. The intent was to involve "untapped" partners, such as the fire/police department and others to see what they can do in collaboration with other local health or health like entities. This was also a tactic to further partner with local groups to build a network of support for tobacco policies for future presentations to local policy makers.
- STAND Summer Conference: The youth chose a 50's theme for the overall theme of the conference and decided to do a Masquerade Ball for the Awards Gala. The conference took place at the WigWam in Litchfield Park on June 6th through the 8th.
- 180+ Youth in attendance
- Speakers
 - Dr. Victor DeNoble
 - La Tanisha Wright
- 12 Counties represented
 - Navajo & Greenlee did not attend
 - Apache does not have a coalition
- Five Breakout Sessions
 - Addiction

- New Products/Industry Tactics
- Community Advocacy
- Public Speaking
- Health Effects
- Videos highlighting these events can be found on www.standaz.com

FY15 Marketing Plans: BTCD staff met with RIESTER Inc., to discuss new initiatives for FY15 marketing strategies for tobacco cessation. Specific information regarding the plans will be made at the September meeting since the plan has not been finalized. Highlights for FY15 are listed below:

- Create a tobacco resource umbrella
- ASHLine continues to serve as the evidence based call-to-action
- Focus on “hard hitting” marketing strategy
- Project Quit & SIGNAL to support cessation efforts
- SIGNAL transitioned from quitline only positioning to resource center for young adults

Secondhand Smoke (SHS) Update: Mr. Chris Minnick gave a brief update on the SHS campaign. Mr. Minnick presented on the DRAFT campaign creative that will be launched which includes radio, TV, digital and out of home billboards. BTCD, RIESTER and ALA are collaborating to ensure that the campaign is linked to what is being done through the Arizona Smoke Free Living (ASFL) Coalition as the campaign’s main calls to action focus around smoke-free multi-unit housing as well as smoking in cars with young children. A landing page will be developed with ASFL and will be hosted on the ASFL website for the campaign.

Closing Remarks

Dr. Spark expressed his support and excitement for the tobacco retailer registry. He also commented that he would like an update on what’s being done with tobacco efforts and incarcerated individuals. The TRUST also requested that an update be given to recap past and current efforts for addressing disparate populations in the State of Arizona.

Public Speaking Comments

None

Meeting Adjourned at 1:36 pm

The TRUST Commission is a public meeting. In compliance with the State of Arizona’s open meetings laws, the recorded minutes for the June 2014 TRUST Commission meeting are available to the public three working days after the meeting. Please contact the TRUST Coordinator at the Bureau of Tobacco and Chronic Disease, 602-542-2075, to make arrangement to obtain the minutes.